PHILIP MORRIS INTERNATIONAL INC. INTER-OFFICE CORRESPONDENCE
800 WESTCHESTER AVENUE, RYE BROOK, NEW YORK 10573-1301

TO: DISTRIBUTION DATE: January 6, 1992

FROM: Dinny Devitre

SUBJECT: **ADDITION OF U.S. HEALTH WARNINGS ON PACKS**

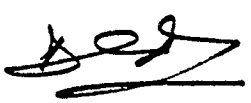
A Corporate decision has been made to add the U.S. health warnings to all cigarette packs not now carrying any other country's health warning. This includes not only U.S. exports, but also brands produced overseas by Philip Morris affiliates and affected licensee companies (both for domestic and for duty free sales).

We have notified the competition. To date, Rothmans, B&W and RJR have agreed to follow our lead; we do not yet know BAT's position. If the majority of the international competition joins us, this should mitigate possible competitive consequences.

Coordinated by Leslie Greher, preliminary steps toward implementation of this project have already been taken. The dates for conversion of individual U.S. export brands will be communicated to your Regions through the Product Change Management Core Team. Our goal is to have all production of all brands carrying health warnings as quickly as is feasible without necessitating destruction of vast quantities of packaging materials. To that end, we are asking that each item be converted as printed materials run out, with a final cut-off of end-1992.

External communications will be coordinated by Matthew Winokur. A Company statement explaining our decision as well as question and answer materials will be distributed to your Corporate Affairs Department heads.

Thank you for your cooperation on this important matter.



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